



MEMBER CONNECTION

August 2008

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YOUR SUPPORT MAKES IT HAPPEN!! YMCA FAST FACTS UPDATE



- Construction started: December 17, 2007
- Anticipated Completion: Spring 2009—Hoping for May Opening
- Pledges and contributions received to date:
- \$11.5 Million for Construction, \$4.75 million for endowment
- Construction and soft costs total \$13.5 million

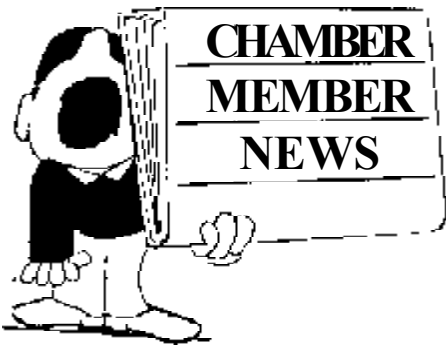


FEATURES OF THE NEW FACILITY

- 25 yard competition pool
- Family pool with splash and whirlpool features, plus a slide
- Aerobics and dance studio
- Dedicated spinning/cycling room
- 2 basketball gymnasiums
- Multi purpose gymnasium especially for indoor tennis
- Health and Fitness Center with treadmills, elliptical machines, free weights and complete line of weight machines
- Saunas

For more information about the YMCA, contact Executive Director, Julie Echard at 260.563.9622 or visit www.wabashcountyyymca.org.





Please route this newsletter to the other staff in your business to keep them up-to-date on services, functions and programs available to all employees of our member companies!

HAVE YOU HAD CHANGES OR IMPROVEMENTS IN YOUR BUSINESS? HAVE YOU RECEIVED AN AWARD, REACHED A MILESTONE, OR COMPLETED ADDITIONAL TRAINING? WE WANT TO KNOW. SHARE THESE THINGS WITH YOUR CHAMBER PARTNERS. THEY TOO ENJOY HEARING. CALL, FAX, E-MAIL, OR MAIL NOTES TO THE CHAMBER OFFICE.

Lunquist Appraisals & Real Estate welcomes Barbara Pearson as its newest team member. “Barbara has considerable experience in sales/appraisals with our local real estate market and we consider her to be a great addition to our staff,” says Kristi Lundquist. Contact Barbara at cell #260.571.8688 or e-mail is Barbara.pearson1@verizon.net.

Manchester College has received a \$100,000 Wal-Mart College Success Award as part of a nationwide initiative to increase the number of first-generation college graduates. Manchester is the only Indiana College to receive the grant administered by the Council of Independent Colleges; only 20 grants were awarded nationwide. To learn more about Manchester College’s programs and areas of study, visit www.manchester.edu.

Rob Pearson, CEO Wabash County REMC, is pleased to announce **Rachel Cruz** as its newest INSERT PIC employee. Rachel is the new Communications and Member Services Specialist. Rachel is looking forward to being involved in the Wabash Community, assisting REMC’s patrons and meeting fellow Chamber members. For more information on the REMC or to welcome Rachel, call 260.563.2146 or email Rachel at rcruz@wabashremc.com.



Kids Kampus, a division of Pathfinder Services, Inc. is offering a new 5-day “Premier Plus” Preschool for 4 and 5 year olds. Hours will be 12:30 until 3:00 p.m., M – F, at 435 Campus St., Huntington, IN. The preschool will offer an enhanced kindergarten readiness program, language activities, creative play, fine and large motor activities, social concepts, cognitive thinking, and endorses the Indiana Standards of Early childhood Education. Premier Preschool for 3 and 4 yr. Olds is held on T and TH, 9 – 11:30 a.m., and there is also a class on M, W, F for 4 and 5 yr. Olds from 9 a.m. – 11:30 a.m. Instructor is Mary Burke, an 18 year veteran of Kids Kampus, who holds an Elementary Education degree and a Master’s Degree in Early Childhood Education. Tel. 260.356.0123 for more information.



Congratulations to **Jackie Hurst**, who was recently honored with a special luncheon as she celebrated her **30-year employee anniversary with Beauchamp McSpadden**. Michael Beauchamp, president said, “Jackie Hurst is the very essence of what insurance service means. She is a role model for all in the insurance business. She has served customers faithfully and conscientiously for three decades with the highest ethical standards. All of us at Beauchamp McSpadden are indeed proud of the long association with Jackie.” To contact

Jackie, phone 866.563.8821 or jhurst@bmins.com.

Peabody Retirement Community recently held a tribute to its nearly 300 volunteers and donors at a breakfast and evening musical reception in which CEO Jeffrey Brasie warmly thanked the many contributions of the facility’s supporters. Mary Owens, VP of Peabody Foundation said, “Over the past three years our donors have directed more than \$1.6 million to Peabody’s mission. In addition, our

volunteers annually give countless hours to Peabody's programs and services." Established in 1931, Peabody is fully licensed and its campus is comprised of a 48 bed Memory Enhancement Center, 144 long term care beds, 124 assisted living residences, and 57 independent living cottages. Visit www.peabodyrc.org or telephone 800.545.6220 for more info.

Honeywell Center has something for everyone in its upcoming lineup.

Spike & the Bulldogs	Aug. 1	8:30 p.m.
Dave Kunkel Cruise-In	Aug. 15&16	
Chubby Checker	Aug. 16	7:30 p.m.
Wait Til You Get To Wabash	Aug. 22, 23, 24	
Doobie Brothers	Aug. 27	7:30 p.m.

Tickets are also available for Loretta Lynn, REO Speedwagon, Backyardigans, and the 2008-2009 Wabash Valley Music Association Series. Tickets may be purchased by visiting the box office between 8 a.m. and 5 p.m., M-F, telephoning 260.563.1102, online at www.honeywellcenter.org or by dialing *tix from Centennial Wireless phones.

Wabash Friends Counseling Center will be holding its September 4th Leadership Luncheon, "How to Build Trust as a Leader," with Dr. Henry Cloud (via Satellite) from Noon to 1 p.m., in the Fellowship Hall at the Wabash Friends Church, 3563 S. SR 13, Wabash, IN. Cost is \$20 (non-refundable) and registration may be made by calling 260.563.8452.

SPECIAL THANKS to the following board members and volunteers who assisted with the re-arranging of our offices while I was away on vacation: Ron Kerby, First Merchants Bank; Larry Hoover, Quality Electric; Brian Campbell, Scott France, & Brad Bennett, Randall Miller & Associates; Mark Sapusek and Dave Goble of Visionary Web/Visionary Computers; Beth and Dave Miller, and Abby Hoy, EDG Wabash County.

I truly appreciate your assistance, and my chiropractor thanks you as well! 😊 kp

2008-2009 LUNCH & LEARN SEMINAR SERIES

Mark your calendars now for the upcoming Lunch & Learn seminar series. The committee has planned a great line-up with at least one topic that will appeal to everyone. Watch your email for the registration form.

HUMAN RESOURCE Q & A – YOU MAKE THE CALL

Alan Siepker, HR Ideas Unlimited.
Thursday, September 11, 2008

Sponsor: First Farmers Bank & Trust

MILLENIALS

Dr. Jerry Pattengale, Indiana Wesleyan University
Thursday, November 13, 2008

Sponsor: Investment Center at Crossroads Bank

TECH MESSAGING: TIPS & TRICKS OF CELLS/EMAILS/BLACKBERRIES

Don Swetnam, WPI Cellular
Thursday, January 8, 2009

Sponsor: Wabash County Hospital

IMPLEMENTING THE STRATEGIC PLAN

Jeffrey Brasie, CEO, Peabody Retirement Community
Thursday, March 12, 2009

**Sponsor: Economic Development Group of Wabash
County**

INTEGRATING WORD AND EXCEL

Beth Miller, Wabash County Chamber of Commerce
Thursday, May 14, 2009

Sponsor: Visionary Web Design/Visionary Computers

WELCOME NEW MEMBERS

SounDecisions, 33 West Canal Street, Wabash, IN 46992 Phone: 260-568-9977, Fax: 260-569-2040 Email: mick@sounddecisions.biz Contact: Mick White. Installation and service of audio/video equipment for the home, office, and car, specializing in custom installations and system design.

Parish Leasing, 5104 Old Maumee Road, Fort Wayne, IN 46803 Phone: 260-493-7024 Fax: 260-749-4527 Email: jay@parrishleasing.com Contact: Jay M. Lahrman. Family owned and operated full service equipment leasing company providing for all transportation needs, truckload and LTL transportation.

Astro-Glyde Mobile DJ Service, 768 Congress Street, Wabash, IN 46992 Phone: 260-563-0900 Email: astroglydef111@hotmail.com. Contact: Honi Harden. Disc Jockey for any party, get together, occasion or gathering. UV, KJ, with a 12 foot video screen and the largest music and video selection.

Big R of Wabash, 1550 North Cass Street, Wabash, IN 46992 Phone: 260-569-6700 Fax: 260-569-0918 Email: wabash@bigr.com URL www.bigr.com Contact: Sean Hobson. Farm—Sporting Goods—Lawn & Garden—Clothing.



THE WINDOW WALK PROJECT

Wabash Marketplace Director Holly Kendall invites Wabash to participate in Project Window Walk. "Window Walk is an effort to beautify vacant storefronts in downtown Wabash. Artists, photographers, organizations and businesses are welcome to "adopt" a window for their displays, and assist in making our downtown an attractive venue to visitors," says Ms. Kendall. Downtown Wabash will be hosting Herb Fest and other activities in August. What a great time to show tourists the beautiful community we have as they visit our downtown. The cost of a display is only \$10 per week, and participants are asked to sign a display agreement. If you, your organization, or business would like to decorate a window, please contact Cathy Wright, WMI Design Committee Chair at 260.563.4534 or by email at info@wabashmarketplace.org.

BUSINESS BEFORE HOURS



The next **Business Before Hours** will be August 13, 7:00 a.m., at the Honeywell Center, 275 W. Market St., Wabash.

Business Sponsors are **Wabash Friends Counseling Center, The Learn More Center, Wabash County Hospital Physicians Group, Tobacco Free Wabash County and Wabash Plain Dealer**. The emcee will be **David L. Mann, CLU, CFP, CHFC**. To make reservations call the Chamber at 260.563.1168, email beth@wabashchamber.org or visit our web site at www.wabashchamber.org.

BUSINESS AFTER HOURS

The next **Business After Hours** is scheduled for September. The sponsor will be **Vernon Manor Children's Home**. Please plan to visit their 1955 Vernon Street location between 4:30 and 6:30 p.m. Don't miss this opportunity to tour a unique facility and network with their staff and other business people.

Business After Hours has been a very popular event. Those businesses who have sponsored a BAH have been very pleased with the number of visitors to their facilities. If you would like to sponsor a BAH, please call the Chamber office, 260.563.1168. We are now booking for 2009.

LOOKING FOR WAYS TO NETWORK MORE?

Your Chamber relies on volunteer committees to carry out its vast Program of Work. As the Chamber looks ahead to the 2008-2009 Program Year, we invite you to consider serving on a committee. This involvement gives you the opportunity to learn more about your Chamber benefits and operations, meet new people, have an inside track to community happenings and assist other Chamber members. Some of the committees include:

Ag Committee – liaison to Agriculture sector of Wabash County to ensure dialogue between agri-business community and Chamber. Special events to promote the business of agriculture, with Annual Ag Day Event.

Public Relations – responsible for Business Before Hours, Business After Hours, Calendar Project, signage, billboards, and general Chamber public events/activities ads and promotional design.

Membership – responsible for ensuring the Chamber is offering value to its members. Assists at Ribbon Cuttings, Hosts Quarterly New Member Receptions, Member-to-Member Discount Card, Gift Certificate Program and will be implementing a Young Professionals Network. Also help with Membership Recruitment/Retention and determines Member Awards. Membership Plaques, 1st Dollar Plaques, and special promotions.

Home & Business Exposition – We are expanding this exciting business promotion and networking event this year! We will have the entire Honeywell facility with food court and specialty areas. We have many areas that you could assist with at this fun and exciting event!

Education Projects - oversight committee for projects and communication between business and education in Wabash County. Birthplace of LIFT project, Honor Student Luncheon, Speakers Bureau, CAPE and many other initiatives.

Sub-Committees: Seminar
 Lunch & Learn Seminar
 Professional Workshops/Training
 Honor Student Luncheon
 Leadership Development Wabash County

Contact Kim or Beth to learn more about any of the above opportunities for service. Email info@wabashchamber.org or call 260.563.1168.



CONGRATULATIONS to Governor Mitch Daniels, Indiana Treasurer Richard Mourdock, and our other state officials on their dedication to the state's economic improvement. Credit rating agency Standard and Poor recently issued the State of Indiana its first-ever AAA Rating, citing Indiana's continued strong management and economic development efforts. In Governor Daniels press release, he stated, "The experts have certified what Hoosiers know, that Indiana has turned around fiscally and is turning around economically...continued careful management is key." The Chamber applauds Governor

Daniel's visionary leadership. We appreciate the Governor's commitment to making needed and difficult changes to ensure our fiscal stability; as well as addressing logistics issues and positioning us for future development. We look forward to seeing more dialogue and continued work on education and small business issues, as well.

Also heard on CNBC.com: Indiana was voted this year's Most Improved State for Business, which jumped 13 places to number 13. Indiana improved in 8 of the 10 categories, with its biggest jump in the Economy category.

WABASH COUNTY ANIMAL SHELTER NEEDS YOUR HELP

The local animal shelter needs your help in locating a building suitable for the use of Neuter Scooter. Neuter Scooter is a mobile veterinary clinic that travels around Indiana and surrounding states neutering cats at low cost, as a service for people that would otherwise be unable to afford the surgery.

In the past Neuter Scooter has used the parking lot of the animal shelter, but due to some new requirements the animal shelter site no longer qualifies. The Shelter is trying desperately to find a building that someone will donate the use of for one day, a few times a year. The following is part of a letter the shelter received from Neuter Scooter:

"The shelter does not have a facility that will meet our needs. The garage area is not adequate and we cannot use an area that is already housing animals. A community center, city building, park and rec building, lions club, fairground building, empty office building, warehouse, and FOP lodges are places that we have used in the past. I checked our call log and we have had 179 requests from the public to come to Wabash in the last 3 months. "

- √ We need a clean quiet clutter free room to set up.
- √ We bring our own equipment and supplies.
- √ All we need is running water, access to a bathroom,
- √ Enough room outside to accommodate 50 cars for two hours from 8-10am and in the evening for 30 minutes at discharge.
- √ The space must be at least 20' x 20' and have electricity and temperature control.
- √ Then we need privacy for 10-12 hours.
- √ We can alter up to 150/day.
- √ All the cats stay in their carriers before and after surgery so there is no contamination of the facility.
- √ We guarantee to leave the place cleaner than we found it.
- √ We have insurance for our clinic locations and lots of excellent references from other buildings we have used.

If you or someone you know could help the Shelter, please contact the Wabash Co. Animal Shelter at 563-3511 or email wcashelter@kconline.com.



FROM THE LIBRARY

by Ware W. Wimberly, Director



As I mentioned in the June newsletter, the Wabash Carnegie Public Library along with the Wabash County Historical Museum, the Wabash City School District, and the Metropolitan School District of Wabash County are sponsoring a Community Read Program in August around the book *The Circus in Winter*. The purpose is for a community to read a particular a piece of literature together. The hope with this Community Read is to provide community awareness and connections with literature. It is also to provide an opportunity for people in our community to connect with each other in terms of a conversational topic.

Copies of the book are available at the Wabash Carnegie Public Library for \$8.00 if you are interested in purchasing a copy. On August 7th, Bill Anderson from Circus Festival in Peru will be at the library at 6:30 p.m., presenting a history of the circus in Peru. On Thursday, August 19, Michael Beauchamp will be providing a presentation of Terrell Jacobs and events associated with the escape of Modoc the Elephant from the Great American Circus. Michael's presentation will be at 6:30 p.m. at the library, as well. I want to thank both Bill and Mike for their generosity in terms of their time and talent.

On September 4th, Cathy Day, the author of *The Circus in Winter*, will be leading a discussion about the book and answering questions on her writing. She will also be working with the schools on an event. The times and dates of Cathy's visit will not be announced until sometime in August. We are excited about her upcoming visit to Wabash and know it will be a rewarding experience for our community.

As for book discussion meetings leading up to Cathy Day's visit, there are none scheduled at this time. If you belong to a book discussion group, perhaps *The Circus in Winter* would be the next book to read and discuss. It might provide an opportunity for book discussion groups in the community to share their impressions. If there is interest in a book discussion meeting in August to talk about the book, please let me know. There might be an opportunity to organize such an event. If you have any questions or concerns, please feel free to contact me at (260) 563-2972.

HERB FEST AND MORE COMING TO DOWNTOWN WABASH AUGUST 16

Downtown Wabash will enjoy many activities on August 16, beginning with the Herb Fest, a craft, garden and herb festival from 9:00 am to 3:00 pm at Paradise Spring Historical Park, corner of Allen and Canal St, Wabash, IN. Unique crafts, various herbs, garden décor, food and seminars await visitors. Free hourly gardening and herb demonstrations will be held as noted:



Time	Topic	Presenter
9 a.m.	Herbs in the Kitchen	Leigh Rowan, The Big Brick House Bakery
10 a.m.	Aroma Therapy	Diana Clausen, Flint Ridge Farms
11 a.m.	Orchids	Albert McMillian
12 a.m.	Gardening 101	Heather Amos
1 p.m.	Herbs in Wine & Beer	Andy Zelinsky, Northside Liquors
2 p.m.	The True Bee Story	Gary Norman, Country Creek



In addition, the “**Chair Affair,**” a local charity event sponsored by the North Cass Business Association, will offer the opportunity for attendees to vote on the decorated chair of their choice. The chairs will be auctioned at 2:00 pm. For more information call Kris Moore, 260-563-6682, or Kathy Bakehorn, 260-563-8275. Herb Fest is sponsored by Wabash County Convention and Visitors Bureau, Wabash Realty, Lundquist Real Estate, and the Moonlight Garden Club.



Other attractions and events that day include:



FREE GARDEN TOURS at the DR. JAMES FORD HISTORIC HOME, 177 W. Hill St., from 9 a.m. – 5 p.m. Tour of Home costs \$3.00/person.

FREE SELF-GUIDED TOURS of CHARLEY CREEK GARDENS, 551. Miami St. Open dawn to dusk. Enjoy six acres of naturalized and formal gardens.



KUNKEL CRUISE-IN CAR SHOW, KIDS CORNER, and EUGENIA’S RESTAURANT all at the Honeywell Center, 275 E. Market.

WABASH COUNTY HISTORICAL MUSEUM, 36 E. Market St., Wabash. Open 10 a.m. – 4 p.m. Admission: Adults - \$5, Seniors (age 60+) - \$3, and Children (ages 6-12) - \$3.



**BOARD MEMBERS
2007-2008**

Andy Eads, Chair
Chronicle Tribune
Trisha Metzger, Chair Elect
Crossroads Bank
Kathy Jones, Vice Chair
First Farmers Bank & Trust
Doug Mays, Treasurer
Thermafiber
Brian Campbell
Randall Miller & Associates
Ron Kerby, Past Chair
First Merchants Bank
Kimberly Pinkerton, President
Chamber of Commerce

John Andersen
Ford Meter Box Co., Inc.
Robert Pearson
Wabash County REMC
Celia Briggs
Wabash City Schools
Mark Sapusek
Visionary Web
Lynne Schafer
Lynne's Lien Searching
Skip Daughtry
Beauchamp & McSpadden
Chris Goff
Judge, Superior Court
Phil Brown
Alumitech
Diane Morris
Borders & Beyond
Brian Howenstine
Wabash True Value
Larry Hoover
Quality Electric

Upcoming Events



August 13	7:00 - 8:30 a.m.	Business Before Hours Honeywell Center
August 16	9:00 a.m. - 3:00 p.m.	Herb Fest Paradise Spring
September 11	12:00 - 1:00 p.m.	Lunch & Learn Seminar Chamber office
October 16	6:30 p.m.	Annual Dinner Meeting Honeywell Center

Gold Members

We thank and salute those member businesses who carry GOLD LEVEL status:

**Beacon Credit Union
Pettit Printing, Inc.
Crossroads Bank
Richard Ford
Bulldog Battery
Wells Fargo Bank
Miller's Merry Manor
First Merchants Bank
Ford Meter Box Co., Inc.
First Farmers Bank & Trust
Kirtlan Automotive Machine & Repair, Inc.
Physician's Health Plan of Northern Indiana, Inc.
K & R Office Supply, Inc.
Indiana American Water Company
Mutual Federal Savings Bank
Duke Energy
Cornerstone Furniture**



Any Wabash County Chamber Member can elevate their membership status to Gold Level by investing an additional \$500 above their regular membership investment. In addition to having their company acknowledged at Chamber events and in publications, Gold Level Members receive \$100 in Chamber Bucks and receive a free large rotating banner ad on the Chamber website.



YOU ARE
CORDIALLY
INVITED TO ATTEND



BUSINESS BEFORE HOURS

Exhibits Provided by Business Sponsors:

- Wabash Friends Counseling Center
- The Learn More Center
- Wabash County Hospital Physicians Group
- Tobacco Free Wabash County
- Wabash Plain Dealer

Emcee: David L. Mann, CLU, CFP, CHFC

WEDNESDAY, AUGUST 13, 2008 — 7:00 a.m. - 8:30 a.m.

HONEYWELL CENTER — 275 W. MARKET ST.

WHY ATTEND —

- Great Networking Opportunity
- Exchange Business Cards
- Welcome New Chamber Members
- Make New Business Contacts.

BREAKFAST - \$7.00 members/\$10.00 non-members. Remember to use your ChamberBucks. **PAYMENT IS REQUIRED WITH RESERVATION.** *MAKE RESERVATIONS ONLINE!* Simply go to www.wabashchamber.org and click on the link to Business Before Hours.

Please RSVP by **August 8, 2008**. Cancellations must be made by noon the day before, otherwise you will be invoiced.

Sponsored in part by the Honeywell Center.
(Please detach and return bottom portion with payment)

RESERVATIONS ARE REQUIRED! August Business Before Hours

Company: _____
Attendees: _____

Payment Enclosed [] Check \$ _____ [] Cash \$ _____ [] ChamberBucks \$ _____

Return to: Wabash County Chamber of Commerce Phone: 260-563-1168
P.O. Box 371 Wabash, IN 46992 Fax: 260-563-6920
Email: info@wabashchamber.org



Wabash County Tobacco Free Coalition

111 South Wabash Street
Wabash, Indiana 46992
tobaccofreewabash@hotmail.com

Daniel Gray
Wabash County
Coordinator
563 - 7727
tobaccofreewabash.com

*A Wabash County Youth
Service Bureau Program,
United Fund Agency*

August 2008

MAKING THE BUSINESS COMMUNITY MORE AWARE

USE YOUR COMPANY'S HEALTH PLAN TO HELP EMPLOYEES AND THEIR FAMILIES QUIT TOBACCO


In 1988, Surgeon General C. Everett Koop declared tobacco use an addiction. Research testifies to the grip of nicotine in tobacco. More addictive than heroin or cocaine, nicotine changes the brain's chemistry and becomes necessary in the life of a tobacco user. Once inhaled, nicotine reaches the brain in seven seconds. Tobacco users become dependent upon nicotine's effects when they take smoking breaks at work and smoke or chew while driving, relaxing, feeling stressed or engaging in other activities.

Thus, when people quit tobacco, they not only face the physical challenges of withdrawal, they must also change their daily rituals and stress relievers. Within hours of quitting, they can experience cravings, anxiety, frustration, irritability, loss of concentration, increased heart rate, fatigue or light – headedness. Although most of these symptoms disappear within three weeks, the urge to smoke can recur for months and even years.

Research shows that the most effective tobacco cessation help includes medications to treat withdrawal symptoms of quitting, coupled with counseling to help develop new ways to cope with the behavioral and psychological effects. ***Businesses that have included a tobacco cessation benefit report that this coverage has reduced total tobacco consumption, productivity, and increased the percentage of employees who successfully quit.***

Compare what you now spend on tobacco – related illnesses with the cost of providing effective tobacco cessation services for employees. Then, consider the kinds of help that can double or triple your employees' chances of successfully quitting.

The minor cost of covering tobacco cessation benefits seems insignificant when compared to the major financial burden that tobacco use places on businesses. As health care costs due to tobacco – related illnesses increase, they erode employer profit, which in turn creates a cycle of diminished health care coverage, salaries, and other benefits for employees.

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- Overall, cost/expenditure to employers equalizes at three years and benefits exceeds costs within five years.
 - Tobacco cessation is more cost – effective than most other commonly covered disease prevention interventions, such as treatment of hypertension and high blood cholesterol.
 - Comprehensive tobacco cessation benefits cost between \$1.20 and \$4.80 per employee per year. In contrast, the annual cost of tobacco use is about \$3,400 per tobacco user.
 - Neonatal health care costs related to smoking are equivalent to \$704 for each maternal smoker. Studies indicate that a smoking cessation program for pregnant women can save as much as \$6 for each \$1 invested

Center for Prevention and Health Services. National Business Group on Health, "Reducing the burden of smoking on employee health and productivity," Issue Brief 1 (5)

Investing in tobacco cessation provides a proven return on investment to your company. Recent studies suggest the benefits of cessation outweigh the costs and, in fact, offer a net gain over time. Researchers at the university of Michigan simulated the financial results of a workplace cessation program. The results suggested that, by the third year, the savings to the company matched the total costs of the cessation program. By the fifth year, the financial benefits were almost twice the costs.

Because smoking cessation efforts are relatively inexpensive and yield a large, long – term benefit, they help to stem the rising cost of health care. Measures that keep health care costs in check are valuable because it is estimated that one percent reduction in health care costs could increase retained profits by five percent.

According to “Priorities for America’s Health,” the three most valuable preventive health services that can be offered in medical practice today, each of which save more money than they cost and provide enormous health benefits, are:

1. **Intervening with smokers to help them quit.**
2. Discussing daily aspirin use with at – risk adults to prevent cardiovascular disease.
3. Immunizing children.

Partnership for Prevention, “Priorities for America’s Health; Capitalizing on life – saving, cost – effective services.” May 16, 2006

TIME AFTER QUITTING

- 2 weeks
- 9 months
- 1 year
- 5 years
- 10 years
- 15 years

PHYSICAL BENEFITS TO THE SMOKER

- Lung function and circulation improve
- Lungs improve capacity to clear and reduce infection.
- Risk of heart disease drops to half that of a smoker.
- Risk of stroke is the same as that of a non – smoker 5 – 15 years after quitting.
- Risk of lung cancer is half that of a smoker.
- Risk of heart disease is similar to that of someone who never smoked.

**TO GET THE NEEDED HELP TO GO SMOKE FREE
CALL WABASH COUNTY TOBACCO FREE COALITION
AT 563 – 7727**

There are many resources available to help you set the goal to be smoke free
and
to help your employees quit the addiction of nicotine.
CALL TODAY!



Call 563-7727 to find out how your employees
can win
\$2,500
\$1,500
\$1,000

